

Department of English, West Bengal State University is delighted to announce a six-month course in English Communication. It is a great opportunity for young students to enhance their English proficiency with the help of university and corporate resource persons.

Course Name:

Certificate in English Communication

Aims and Objectives:

The immediate objective of the course is to enhance the participants' communication proficiency by developing their skills of English language, namely listening, speaking, reading, and writing skills. The long-term objective of the course is to enable the participants to successfully and confidently attain and maintain employment where English communication plays a pivotal role. After the successful completion of the course, the participants will be able to communicate confidently, efficiently, and effectively in varied personal and professional communicative contexts.

Course Content:

Module 1: Basics of Communication

- A. *Types and Modes of Communication*
 - i. Definition, nature, and scope of communication
 - iv. Forms of communication: oral, written, visual, audio-visual, non-verbal
 - v. Principles of effective communication
- B. *Personal, Social and Business (PSB) Communication*
 - i. Contexts and objectives of PSB communication
 - ii. Linguistic/stylistic/register characteristics

Module 2: Listening Skills

- A. *Theoretical Understanding*
 - i. Processes of listening
 - ii. Barriers to listening
 - iii. Sub-Skills of listening
- B. *Practical Application*

- i. Listening Comprehension practice of different text types
- ii. Note taking during a live lecture

Module 3: Speaking Skills

A. Theoretical Understanding

- i. English speech sounds
- ii. Syllable structure
- iii. Stress, rhythm, intonation,
- iv. Features of connected speech
- v. Sub-skills of speaking

B. Practical Application

- i. Interpersonal conversation/Dialogue
- ii. Presentation skills- PPT etc.
- iii. Group discussion
- iv. Interview
- v. Public Speaking – special occasion speaking

Module 4: Reading Comprehension

A. Theoretical Understanding

- i. Goals and strategies for reading
- ii. Sub-skills of reading

B. Practical application

- i. Reading comprehension practice of different text types
- ii. Critical reading

Module 5: Writing Skills

A. Theoretical Understanding

- i. Elements of writing- content, organization, language
- ii. Strategies of writing: guided, semi-guided, free
- iii. Coherence and cohesion

B. *Practical application*

- i. CV writing
- ii. Writing Emails
- iii. Correspondence: personal, official, and business
- iv. Summary and abstract writing
- iv. Agenda, minutes, and circulars
- v. Notice
- vi. Report writing

Module 6: Communicative English Grammar

- i. Word Classes: form and function classes
- ii. Verbs: Classification
- iii. Tense
- iv. Concord
- v. Collocation
- vi. Proverbs and Idioms
- vii. Foreign expressions in common use
- viii. Common mistakes

Course duration:

6 months (124 contact hours including formative and summative evaluation)

Contact hours:

Mon, Wed, Fri (except state and national holidays)

Class duration:

2 hrs/ day

Eligibility:

Participants with a graduate degree, open to all, age no bar

Admission process

Participants will be admitted based on an admission test if the number of applications is more than the intake capacity.

Intake Capacity:

30

Fee Structure:

INR 5,000 (five thousand only, to be paid online)

The amount needs to be paid in one installment at the time of admission.

In addition, there will be an application fee of 500 (cash only).

Both the fees are non-refundable.

Assessment Procedures:

There will be two mid-term and one end-semester examination for each module. Module 1 and section 'A' of modules 2, 3, 4, and 5 will not be scored as they are complementary lessons to the practical classes.

The marks division for each module is as follows;

Subjects	Mid-term 1	Mid-term 2	End-semester	Total
Listening skills	20	20	40	80
Speaking skills	30	30	60	120
Reading skills	20	20	40	80
Writing skills	30	30	60	120
				400

The participants will be placed in 6 grades according to marks obtained. There will be grades for each subject as well as an overall grade. The grades are as follows;

Grade	Percentage of marks	Descriptor
A	80-100	Outstanding
B	70- <80	Excellent
C	60- <70	Good
D	50- <60	Satisfactory
E	40- <50	Poor
F	<40	Fail

A candidate will have to obtain 40% (minimum) in each subject to pass the exam.

A candidate must have 75% attendance (minimum) to be eligible for the end-semester examination.

Contact Persons

1. Dr. Somak Mandal, Coordinator

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2. Dr. Sneha Kar Chaudhuri, Joint Coordinator

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IMPORTANT ANNOUNCEMENTS

1. The course for the 2022-2023 session will start on **2nd SEPTEMBER 2022**.
2. Application forms will be available **from 18th JULY 2022 to 29th JULY 2022**
3. Application Forms will be available at the Finance Office, WBSU with Mr. Shiladitya Biswas, Contact no.- 9874889862 on weekdays (except holidays) **from 3 pm to 4 pm**.
4. The last date for submitting application forms is **12th AUGUST 2022**.